

CLAIMS

What is claimed is:

1. A method for broadcast transmitting multimedia messages, comprising:
 - a service provider registers with a common service platform;
 - 5 a plurality of customer premises equipment (CPE's) register with the common service platform;
 - the service provider sends at least one multimedia message as well as related information regarding the CPE's that are to receive the at least one multimedia message to the common service platform;
 - 10 the common service platform determines whether the CPE's designated by the service provider are registered; and
 - the common service platform sends the at least one message to the plurality of CPE's via a multimedia messaging server.
- 15 2. The method of claim 1, whereby the service provider and the common service platform are a same server.
3. The method of claim 1, whereby the common service platform provides at least one password or one username to the service provider.
- 20 4. The method of claim 1, whereby the common service platform provides at least one password or username to each CPE.
5. The method of claim 1, whereby the multimedia message comprises an image, an animation, an audio clip, or text or a combination of the above.
6. The method of claim 1, whereby the common service platform utilizes hypertext transfer protocol (HTTP), enterprise java beans (EJB), or extended markup language
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(XML) for communicating with the service provider.

7. The method of claim 1, whereby the related information regarding the CPE's that are to receive the at least one multimedia message comprises usernames of the CPE's.
8. The method of claim 1, whereby the related information regarding the CPE's that are 5 to receive the at least one multimedia message comprises usernames and passwords or mobile phone numbers of the CPE's.
9. The method of claim 1, whereby the service provider uses a public telecom network, a limited telecom network, a local area network, a wide area network, a radio network, a satellite network, an optical cable network, a computer network or a cable TV network to 10 transmit multimedia messages to the common service platform.
10. The method of claim 1, whereby the common service platform uses a public telecom network, a limited telecom network, a radio network, a satellite network, an optical cable network, a computer network or a cable TV network to send the multimedia messages to the CPEs.
- 15 11. The method of claim 1, whereby after the CPE has received the multimedia message, the CPE sends a reply back to the common service platform.
12. The method of claim 1, whereby the CPE can delete registration data in order to refuse multimedia message from the service provider.
13. The method of claim 1, whereby the CPE can select content on the common service 20 platform to prevent receiving unwanted multimedia messages.
14. The method of claim 1, whereby the CPE can select the service provider on the common service platform to prevent receiving multimedia messages from unwanted service providers.
15. The method of claim 1, whereby the CPE uses information network to connect to the 25 common service platform in order to register or to select content of the multimedia

messages that the service provider provides.

16. The method of claim 15, whereby the information network comprises the Internet.
17. The method of claim 15, whereby the information network is a public telecom network, a limited telecom network, a radio network, a satellite network, an optical cable or fiber optic network, or a cable TV network.
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18. The method of claim 1, whereby the CPE uses a telephone to connect to the common service platform in order to register or to select content of the multimedia messages that the service provider provides.
19. The method of claim 1, whereby the CPE can set a time of delivery for receiving the
10 multimedia message on the common service platform.